



COVID-19 Impact Assessments

Impact on COVID-19 on CX Services

Report Abstract

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Who is This Market Analysis For?

NelsonHall’s “Impact of COVID-19 on CX Services” report is a survey of CX services providers to ascertain the impact of COVID-19 on their operations designed for:

- Vendor marketing, sales and business managers wishing to understand the impact of COVID-19 on vendors’ financials, business activity, operations, and digital transformation
- Enterprises interested in understanding the impact of COVID-19 on their peers
- Financial analysts and investors specializing in the services sector, looking to understand the impact of COVID-19 on IT and BPS services.

Key Findings & Highlights

The simultaneous multinational shortage in available CX agents created a massive capacity demand in the market. In February and March 2020, factors such as employee safety and the ability to handle incoming volumes became the paramount objective for vendors and clients. As a result, providers moved between 20 to 50% of their global workforce to work-at-home (WAH).

Scope of the Report

The report analyzes the worldwide Impact on COVID-19 on CX Services and addresses the following questions:

- What impact COVID-19 has on the level of CX services activity in Q1 2020 and in the mid term?
- What is the expected impact on CX services revenues, and costs in the next quarters?
- What impact COVID-19 has on operational transformation activity in Q1 2020 and in the mid term?
- What impact COVID-19 has on new business opportunities in Q1 2020 and in the mid term?
- What are vendors best practice in addressing COVID-19 related operational and business challenges?

About The Author

Ivan Kotzev is NelsonHall's Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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